

**From Service to Partnership:  
Shifting the Paradigm on  
Community Engagement  
MCH Statewide Conference  
Denver, CO  
March 2013**





## Expanding your thinking about....

- *How effective community engagement drives quality improvement*
- *The Progression of Leadership model and related readiness indicators*
- *How community engagement relates to the MCH Pyramid*
- *Strategic steps MCH programs can take to increase community engagement*

# Civic Engagement

Community members participating in the civic process, demonstrating the core tenets of democracy.





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**Keeping it Real!**

# Who is “doing” Civic Engagement

- Moms care about outcomes for children
- Dads are eager to learn civic skills they need to lead effectively for children.
- Families want to live and thrive in healthy communities
- Young adults are invested in their opportunities
- Young professionals are asking why/where/how
- Grandparents raising grandkids have a renewed sense of justice and equity



# Office of Public Engagement

*“The Office of Public Engagement helps open the **two-way** dialogue, ensuring that the issues impacting our nation’s proud and diverse communities have a receptive team dedicated to **making their voices heard** within the Administration, and even more importantly helping their **concerns be translated into action** by the appropriate bodies of the Federal Government.*

*The Office of Public Engagement removes obstacles and barriers for engagement and works to improve public awareness and involvement in the work of the Administration.”*

[www.whitehouse.gov](http://www.whitehouse.gov)



# Community Engagement

***An intentional shift from a dependency model to a partnership model.***





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# From **Servicing** Families to **Partnering** with Families.



# Trial by Fire



- *Holly age 2 diagnosis*
- *Underprepared*
- *150 seizures each day*
- *Accessing Services*
- *New Meaning*

# From Try to Triumph



- Model Resilience
- No more learned helplessness
- Keep the Try in Triumph



# The Power of Community



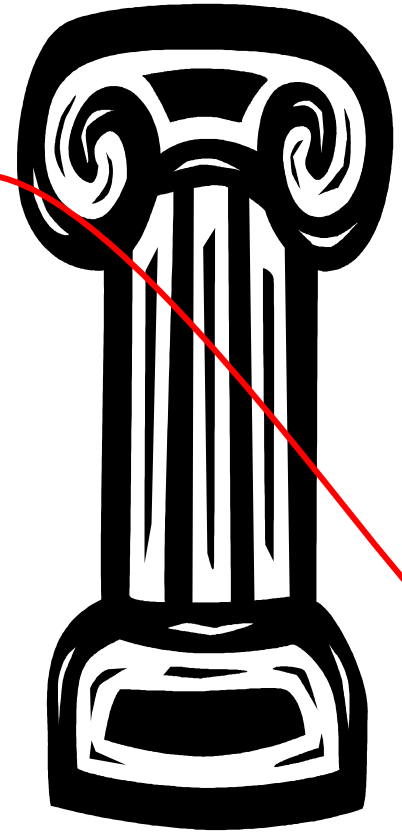
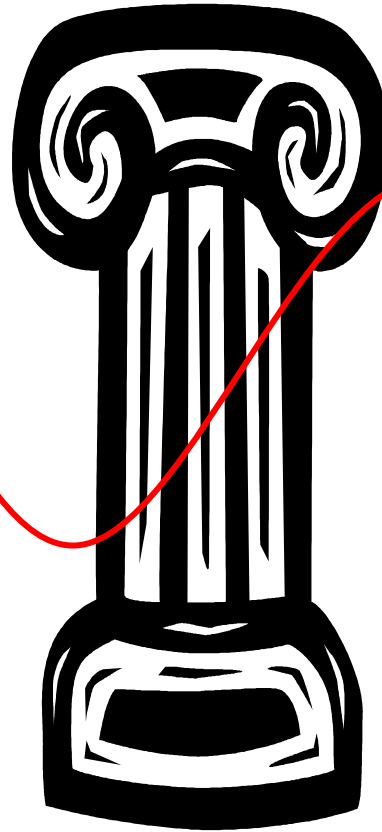
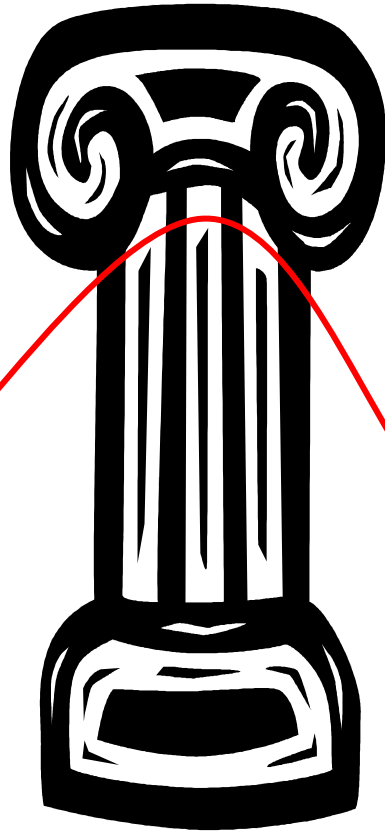
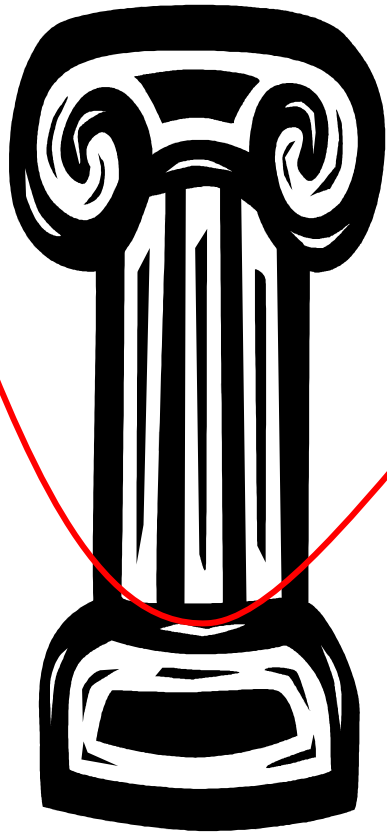
# Families as Content Experts

*Health*

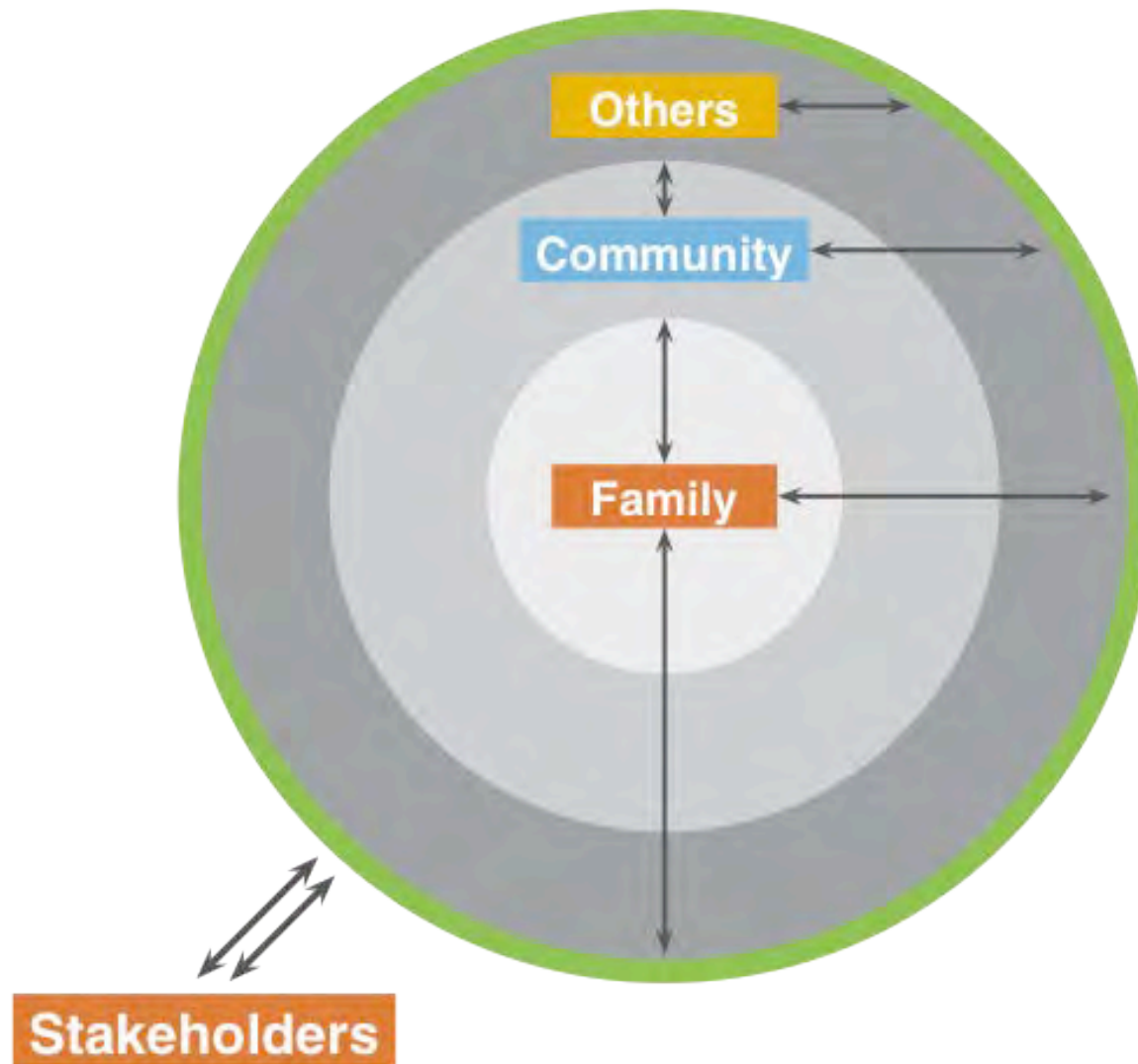
*Education*

*Safety*

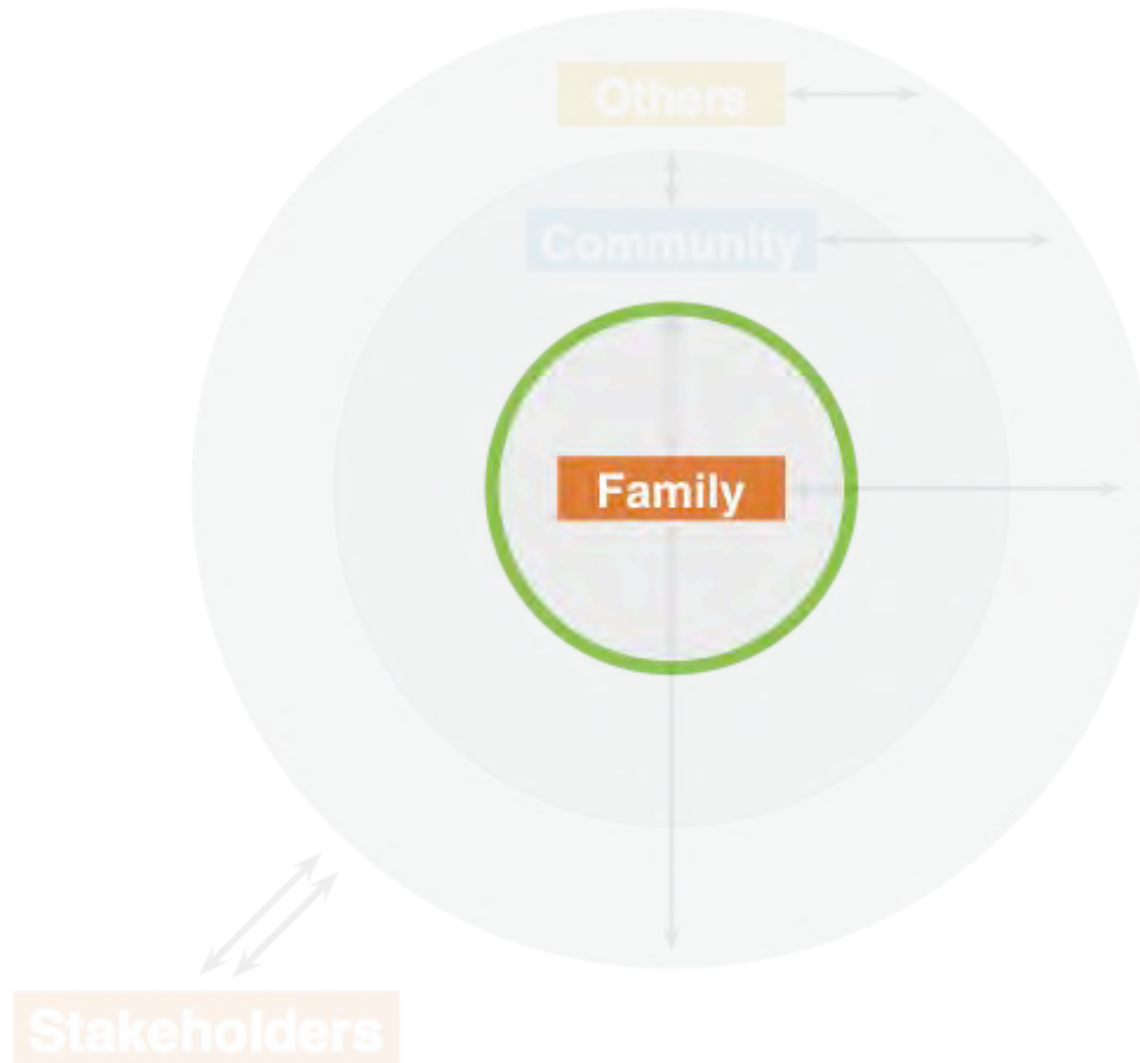
*Housing*



# Progression of Family Leadership



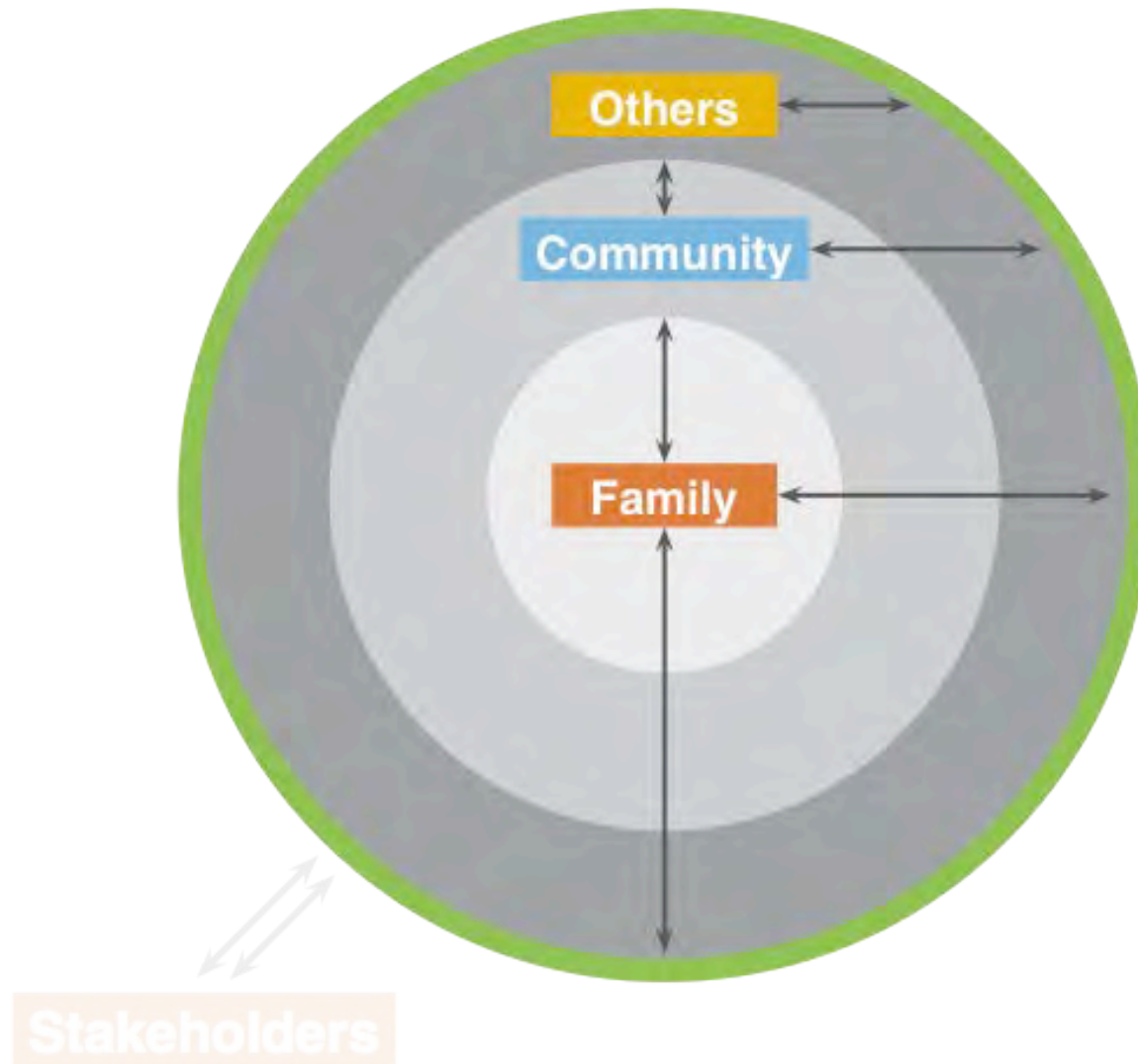
# Progression of Family Leadership



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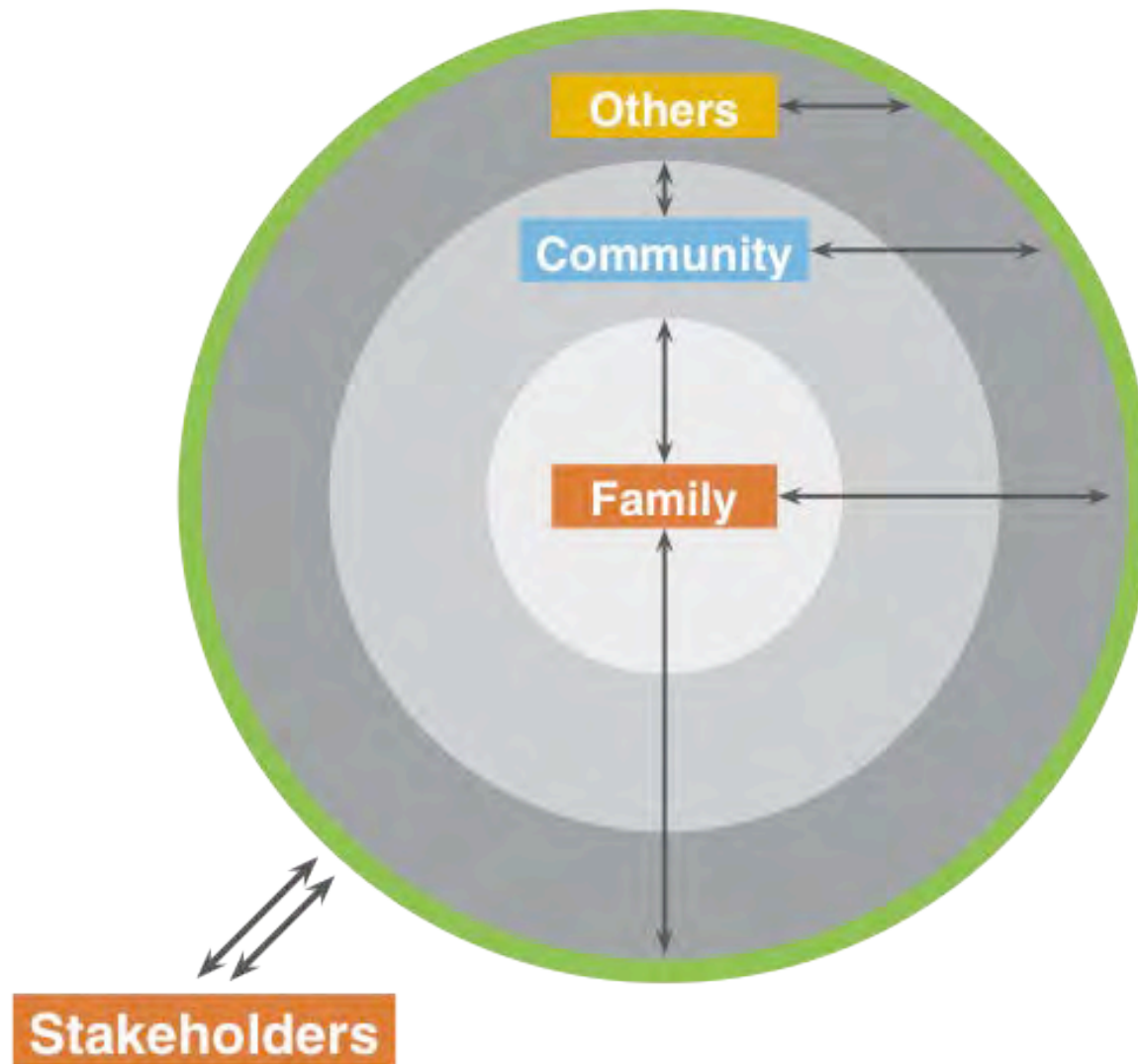


# Progression of Family Leadership





# Progression of Family Leadership



# Readiness Indicators

- *Inner Ring* – Clinical or direct service focused
- *Mid-Ring* – Community focus such as schools, neighborhood
- *Outer Ring* – Policy focus, understands broad context and impact.



Increasing  
Population Impact

Increasing Individual  
Effort Needed

**Direct Health  
Care Services**  
(gap filling)

Basic health services and health  
services for children and youth with  
Special Health Care Needs (CYSHCN).

**Enabling Services**

Classroom health education, CYSHCN care coordination,  
parent and teen education about GDL laws.

**Population-based Services**

Statewide newborn screening, school district-wide health education,  
child care and health care provider training and outreach, public  
education/messaging.

**Infrastructure-building Services**

Needs assessment, evaluation, program planning, policy development, coalition  
development and management, standards development, workforce development,  
systems-building initiatives, and information systems.

# **All levels of leadership are valuable!**



Partnerships are critical at all levels.



# Speaking of Partnership!



# Recruitment Strategies

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- *We need you! We can't create programs that meet families' needs without you!*
- *Family groups, community groups, cultural brokers can help*





# Diversity leads to Innovation

Each population will have unique perspectives on needs of their community braided with culturally sensitive approaches.





# Philosophically....

- Keep the ***Public*** in Public Health and the ***Humans*** in Human Services
- Commit staff time and dollars
- Frame this as an investment



# The Short Bus



# Unnecessary Segregation





# Holly's Bus Buddy Program



## Fox Creek Elementary

learning...every child, every day  
6585 Collegiate Dr.  
Highlands Ranch, CO 80126  
303-471-3735

Diane R. Smith  
Principal

Bob Winter  
Assistant Principal

May 14, 2001

Dear Parents and Students:

We're thrilled to celebrate with you an exciting announcement about one of your fellow classmates. Holly Fiscus will be joining you all as a regular rider on your bus. This is exciting because Holly is a 5th grader with special needs who is now ready to ride the bus with her peers.

Holly is developmentally delayed and has been dealing with the challenge of seizures on a daily basis. However, for over six months, Holly has not experienced any seizures! This break-through is awesome, as Holly can now begin to enjoy many of the childhood experiences most of us take for granted...like getting to ride the "Big" bus with her classmates and friends.

For those of you who have met Holly, you know she is a very social person. Although she cannot speak, Holly loves to interact with her peers whenever possible. She typically communicates her needs with gestures, pointing or hand-on-hand guidance. Her joyous laughter and smiles are contagious!

As we continue to plan for this advancement, we're inviting Holly's classmates to sign up for **Holly's Bus Buddies Program**. As Holly's **Bus Buddy**, you will be asked to sit with Holly during the bus ride, (she will be buckled in), and help get her backpack off the bus. (Holly loves riding the bus, and has no behavioral challenges during transport.) Holly's aid will meet the bus at school, and a member of Holly's family will be at her bus stop at the end of the day to complete Holly's journey. If you are interested in signing up for a one-week commitment, please complete the information below and return it to Mrs. Smith.

We are excited to share Holly's accomplishments with her peers, neighbors and the entire community! Feel free to call her parents at home at 303-346-5909 to discuss any questions you may have. This is an exciting time! Thank you for your support and kind consideration.

Sincerely,

Scott and Eileen Forlenza - Holly's Mom and Dad  
Diane Smith - Principal, Fox Creek



HOLLY

☒ Yes, I am interested in being a **Bus Buddy** for Holly.

☐ I'm considering signing up as a **Bus Buddy**, but I need more information. Please contact me at \_\_\_\_\_ Student's name \_\_\_\_\_

Parent's name(s) Dawn Wood Phone# 303-791-0274

Student's Teacher/Grade/Track Jordyn Wood / Howell / C



# Agency Readiness Factors

- Explore past history
- Full transparency
- Leadership support in all directions
- Willingness to be flexible
- **Your budget is your policy statement!**





# Moving Forward

- Adopt a consultative model
- Review budget priorities
- Consider readiness and skill sets
- Conduct agency Self Assessment  
*[www.SparkPolicyInstitute.org](http://www.SparkPolicyInstitute.org)*

# Mythbusting

<b>Fear Based Thinking</b>	<b>Innovative Thinking</b>
Families are complainers	Families bring informed solutions
Families don't understand community challenges	Families and youth are the best advisors regarding local needs assessments
HIPPA regs won't allow for this	Leaders can sign confidentiality statements like any other consultant
Engaging families/youth takes too much time	Efficiency is increased
Families/youth are not available to participate	Develop contracts for equitable pay
The families/youth we work with don't care	We haven't tried hard enough

# Family Leadership Training Institute - FLTI

- *Community-based leadership course*
- *Cultivates strengths at the community level*
- *Community investment in leadership development*





# FLTI Curriculum Overview


## **Core Components:**

- 20-sessions – Leadership and Civics
- Adult Learning Methodology
- Weekly for 4 hours, 1 night a week
- Community Project

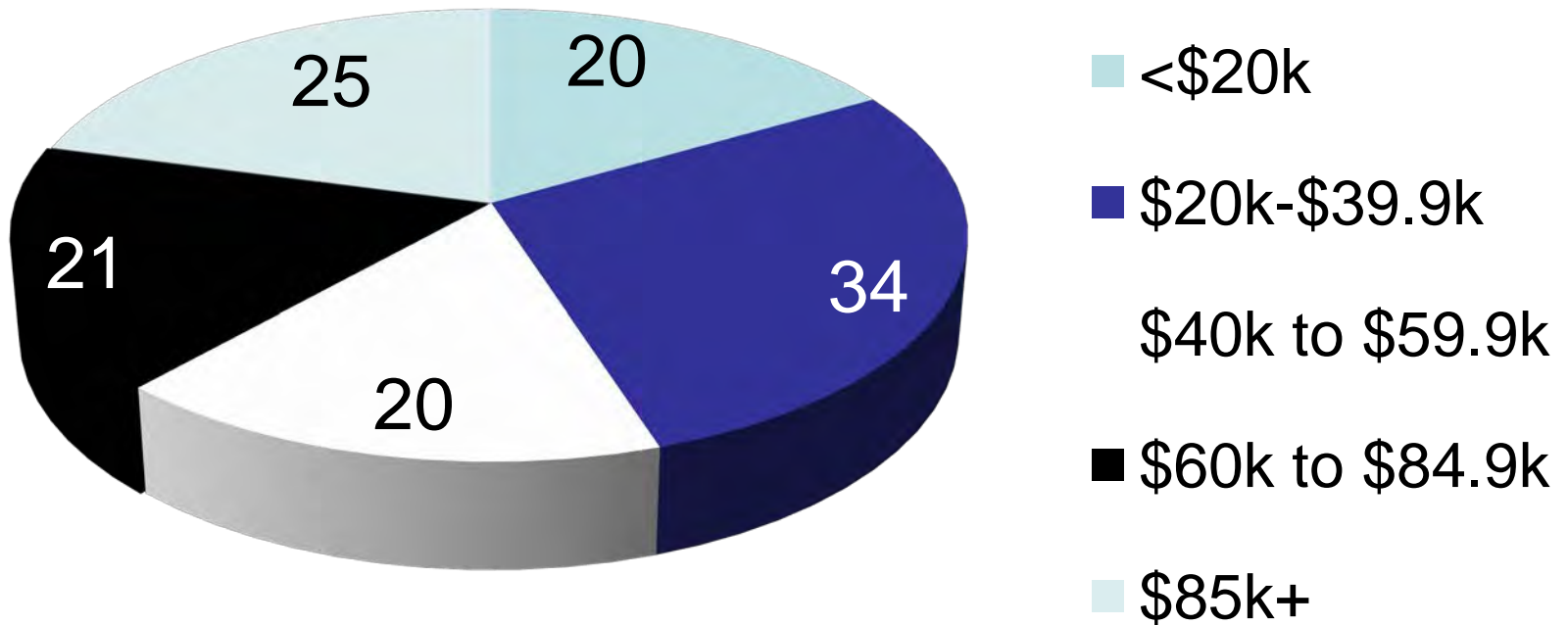




# Current Landscape

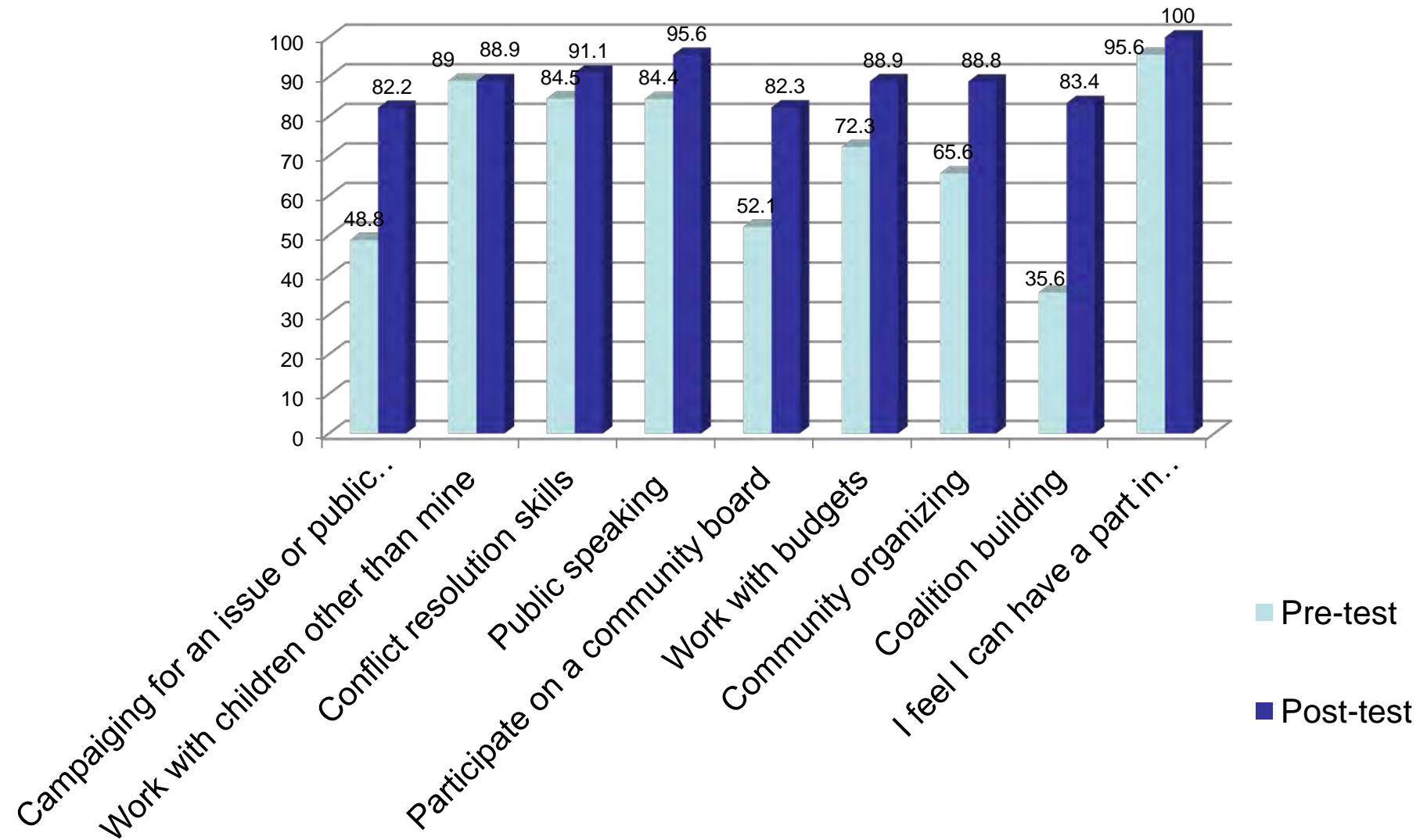
- Currently in seven communities:
    - Adams (mono-lingual Spanish)
    - Arapahoe/Douglas counties
    - Denver/Aurora
    - Eagle
    - Larimer
    - Mesa
    - Montezuma/Dolores counties
- 

# Income Diversity



# Skills Development

Change in knowledge and skills pre-test to post-test



# Community Projects

## **200+ Graduates with sustained or completed projects, including:**

- Depression following pregnancy
- Teen Parents – support and connection
- Adult Drug Court – reduce recidivism rates
- Domestic Violence – support and connection
- Fatherhood Initiatives – All-Pro Dad's Breakfast
- Family Treatment Court - sustainability
- Nutrition and Wellness
- Grandparents raising grandkids

# Communities Interested in FLTI

- Boulder area
- Custer County
- El Paso/Teller
- Fort Morgan
- Weld
- Additional Spanish-speaking groups
- Denver neighborhoods



# Colorado's Human Capital





# The Next Generation of Leaders!






# Can you grasp the significance?








# Imagine When....

- Families/Youth ask questions – from the exam table to the policy table
  - Family/Youth Leaders partner in every region of our state
  - All grants written and reviewed with skilled Family/Youth Leaders
  - Constituency of Families/Youth is strong on the steps of the Capitol
  - MCH Leadership competencies are reflected by Family/Youth Leaders
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# A Paradigm Shift


- It's about partnership, *not* service
  - Family/Youth Leaders are part of the MCH Workforce as content experts
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# COMMUNICATION IS THE KEY





# Unprecedented Time of Change

- Health Care Reform
  - 75+ years of Maternal and Child Health
  - Life Course Theory
  - Technology
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# Measurement Moves Policy

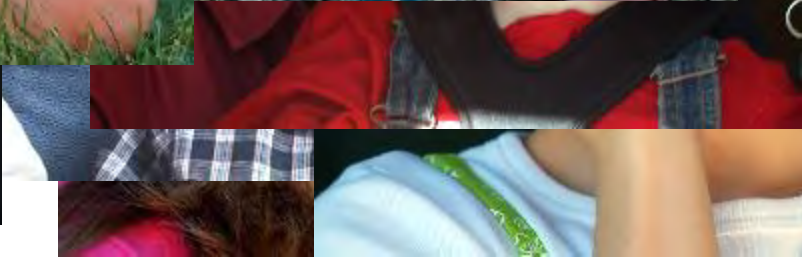
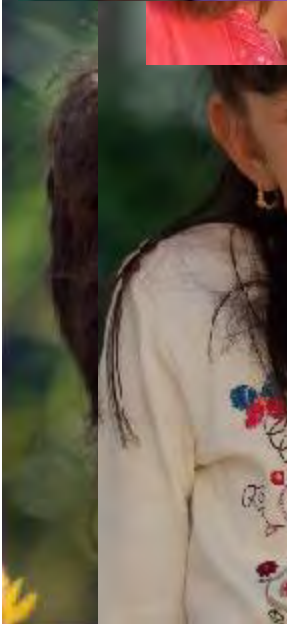
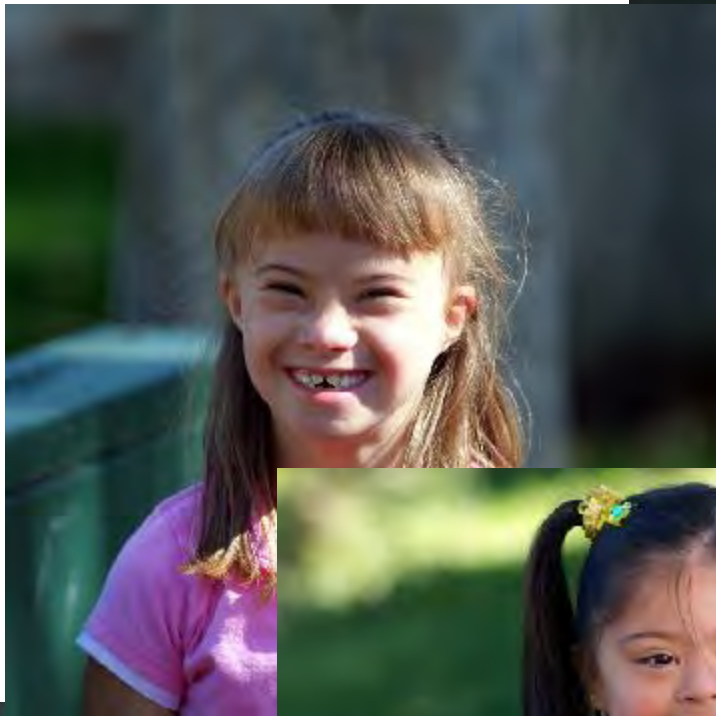
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Track impact of family/youth leadership:

- ✓ Short or long term committees
- ✓ Testimony to the legislature
- ✓ Program and policy development
- ✓ Development of materials and communication
- ✓ Focus groups
- ✓ Staff trainings
- ✓ Advisory Councils







# As an MCH Leader...If not you...then who

- Families/Youth are human capital for our state!
- Leadership development aligns with Life Course Theory

*“Today’s experiences and exposures influence tomorrow’s health.”*





## Keep in Mind....

- In times of doubt and concern, we are called to examine what we could do differently.
- Remember to keep the LEAD in Leadership
- Effective engagement of families/youth is cost effective.



*Family Leaders are content experts with layers of experience. Partnership is the key to positive child outcomes.*







# Thank you!

## Contact Information:

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303-692-2794